

“The Demand for Information Services and the Case for Regulatory Reform in Telecommunications.” Presented to the Bellcore/Bell Canada Industry Forum. Hilton Head, South Carolina. April 23, 1990.

“The Perils of Regulatory Reform.” Presented at Olin Foundation Public Policy Seminar on Incentive Regulation. The Woodrow Wilson School, Princeton University. Princeton, New Jersey. October 3, 1989.

“Pitfalls in the Implementation of Exchange Company Price Caps.” Presented to the Bellcore/Bell Canada Industry Forum. San Diego, California. April 20, 1989.

“The Potential Competitive Impact of Telco-Delivered Video.” Presented at Bellcore Public Policy Seminar, Bell Communications Research Technical Center. Lisle, Illinois. November 21, 1988.

“The Politics of Price Caps.” Presented at the Harvard University Program on Information Resources Policy, Center for Information Policy Research. Cambridge, Massachusetts. November 14, 1988.

“Broadband Networks: Competition and the Video Marketplace.” Remarks presented at Bellcore-MIT Industry Forum. Salt Lake City, Utah. April 8, 1988.

“The Overwhelming Case for Price Cap Regulation.” Presented at Salomon Brothers Seminar on Regulatory Reform Initiatives in Telecommunications. New York, New York. December 1, 1987.

“Price Cap Regulation for Local Exchange Telephone Companies.” Presented at Bellcore Public Policy Seminar, Bell Communications Research Technical Center. Lisle, Illinois. November 23, 1987.

“View From the FCC.” Presented at the AT&T Law Department Conference, Sea View Country Club. Absecon, New Jersey. October 6, 1987.

“The Competitive Implications of Energy Resource Diversification by Oil Companies: The Case of Uranium.” Presented at the Annual Convention of the Eastern Economic Association. Hartford, Connecticut. April 14, 1977.

December 8, 1993

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Received an A.B. degree from Amherst College and a Ph.D. in Economics from MIT. He has taught economics at the Stanford Graduate School of Business.

Dr. Rohlfs is a principal of SPR and has been a consultant since 1983. He is an economist who specializes in the telecommunications industry. He has numerous publications, including theoretical, empirical and policy analyses.

Dr. Rohlfs has consulted on telecommunications and public policy for a variety of clients with regard to groundrules for telecommunications, competition, access charging and bypass competition, regulatory reform, restructuring and privatization in many countries, cellular and PCS services, economic valuation of telecommunications plant, and the importance of telecommunications infrastructure to economic development.

Prior to his career in consulting, Dr. Rohlfs worked 14 years at Bell Labs, rising to Department Head of Economic Modeling Research. He did economic research pertaining to telecommunications, including the theory of network externalities and the theory and estimation of optimal telecommunications prices.

From 1979 to 1981, he was Manager of Microeconomic Analysis at AT&T. He provided analytical support for AT&T's regulatory and public affairs efforts.

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
Ph.D., Economics, 1969

AMHERST COLLEGE
A.B., Economics, 1965

EMPLOYMENT

- 1992- STRATEGIC POLICY RESEARCH, Inc. (SPR)--Bethesda, Maryland
Principal. Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.
- NATIONAL ECONOMIC RESEARCH ASSOCIATES, INC. (NERA)--
Washington, D.C.
- 1989-1992 *Vice President.* Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.
- SHOOSHAN & JACKSON INC.
- 1983-1988 *Principal.* Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.
- 1981-1983 ECONOMIC MODELING RESEARCH DEPARTMENT,
1978-1979 BELL LABORATORIES
Department Head. Economic research pertaining to telecommunications.
- MICROECONOMIC ANALYSIS, AT&T
- 1979-1981 *Manager.* Analytical support for AT&T's regulatory and public affairs efforts.
- 1975-1978 ECONOMICS RESEARCH, BELL LABORATORIES
1969-1974 *Member of Technical Staff.* Economic research pertaining to telecommunications.
- STANFORD BUSINESS SCHOOL
- 1974-1975 *Visiting Lecturer.* Teaching and research in business economics.
- CHARLES RIVER ASSOCIATES
- 1967-1969 *Research Associate.* Economic research

PROFESSIONAL ACTIVITIES

Member, American Economic Association, International Telecommunications Society.

TESTIMONIES

With John Haring. Statement re: *In the Matter of Policies and Rules Concerning Rates for Dominant Carriers*. Before the Federal Communications Commission on behalf of AT&T, *Notice of Proposed Rulemaking* CC Docket No. 87-313. July 6, 1993.

With Harry M. Shooshan III. *Evidence of Strategic Policy Research, Inc.* Before the Canadian Radio-television and Telecommunications Commission. Prepared for Call-Net Telecommunications, Ltd. in connection with Bell Canada, General Increase in Rates, 1993. May 10, 1993.

With John Haring and Harry M. Shooshan III. *Efficient Regulation of Basic-Tier Cable Rates*. Expert report prepared for National Association of Broadcasters in connection with the FCC's rulemaking proceeding on cable rate regulation (MM Docket No. 92-266). January 26, 1993.

Testimony on price cap regulation before the Florida Public Service Commission, Docket No. 891246-TL, on behalf of Central Telephone-Florida. October 1, 1990.

Testimony before Puerto Rico legislature on privatization and price cap regulation of telecommunications. June 1990.

Critique of Stand-Alone Cost Allocations. Testimony before the Public Utilities Commission of Ohio on behalf of GTE North. May 1988.

"Marginal Costs of Telephone Services in Washington, D.C." Testimony before the Public Service Commission of the District of Columbia. November 1983. Presented to Econometrics Society. 1984.

PUBLICATIONS

With Calvin S. Monson. *The \$20 Billion Impact of Local Competition in Telecommunications*. Prepared for the United States Telephone Association. July 16, 1993.

With Richard Schmalensee. *Productivity Gains Resulting from Interstate Price Caps for AT&T*. Prepared for AT&T. September 3, 1992. Presented at the Telecommunications Policy Research Conference. Solomons Island, Maryland. October 4, 1993.

With Harry M. Shooshan III, Kirsten Pehrsson, *et al.* *Electronic Highways: Providing the Telecommunications Infrastructure for Pennsylvania's Economic Future*. Prepared for the Pennsylvania Chamber of Business and Industry jointly by NERA and Price Waterhouse. December 19, 1991.

With Charles L. Jackson and Tracey Kelly. *Estimate of the Loss to the United States Caused by the FCC's Delay in Licensing Cellular Telecommunications*. Commissioned by AT&T. November 8, 1991 (revised). Presented at the Telecommunications Policy Research Conference. Solomons Island, Maryland. October 1992.

With John Haring. *A Theory of Price Discrimination Under Regulated Competition: With Application to Long-Distance Telecommunications*. Washington, D.C. November 20, 1991 (revised).

Differences in Productivity Gains Among Telephone Companies. Prepared for Centel. September 3, 1991.

With John Haring and Harry M. Shooshan III. *The Competitive Impact of the Proposed Merger between Financial News Network and Consumer News and Business Channel*. Prepared for the Dow Jones/Group W Partnership for submission at the Federal Trade Commission. Washington, D.C. April 11, 1991.

Competition in the Provision of Air-to-Ground Telephone Service. Prepared for In-Flight Phone Corporation. NERA, Washington, D.C. November 14, 1990.

The Technology and Economics of Providing Video Services by Fiber Optic Networks: A Response to Johnson and Reed. A study prepared for the United States Telephone Association. NERA, Washington, D.C. July 20, 1990.

Preserving the Incentive in Incentive Regulation. Before the Federal Communications Commission on behalf of Bell Atlantic, *In the Matter of Policy and Rules Concerning Rates for Dominant Carriers*, CC Docket No. 87-313. Washington, D.C. July 3, 1990.

With Harry M. Shooshan III. *Telecommunications Infrastructure, Productivity, and Economic Development*. Prepared for the United States Telephone Association. Washington, D.C. April 9, 1990.

Economic Issues Relating to Privatization of Telecommunications. Presented at the 8th Annual ITS International Conference. Venice Italy. March 18-21, 1990.

With Richard J. Gilbert. 'Forecasting Technology Adoption with an Application to Telecommunications Bypass.' *Telecommunications Demand Modelling.* A. de Fontenay, M.H. Shugard, D.S. Sibley, editors. Elsevier Science Publishers B.V. (North-Holland), 1990.

With William E. Taylor. *Analysis of AT&T's Comparison of Interstate Access Charges Under Incentive Regulation and Rate of Return Regulation.* A study prepared for the United States Telephone Association. NERA. Washington, D.C. July 21, 1989.

With William E. Taylor. *Incentive Regulation and Estimates of Productivity.* A study prepared for Cincinnati Bell Telephone Company. NERA, Washington, D.C. June 9, 1989.

With Charles L. Jackson, Harry M. Shooshan III and Susan W. Leisner. 'Miles to Go': *The Need For Additional Reforms In Capital Recovery Methods.* Presented at the National Economic Research Associates, Inc. Telecommunications In A Competitive Environment Seminar. Scottsdale, Arizona. April 12-15, 1989.

"Bypass and Growth of Demand for Switched Access." A study commissioned by Bell Atlantic, BellSouth and Southwestern Bell. Shooshan & Jackson Inc. Washington, D.C. February 17, 1989.

With Harry M. Shooshan III. *Will Price Caps Correct Major Economic Flaws in the Current Regulatory Process?* Presented at the Twentieth Annual Williamsburg Conference. Williamsburg, Virginia. December 5-7, 1988.

With Harry M. Shooshan III, Charles L. Jackson and Susan W. Leisner. *ONA: Keeping The Promise.* A study commissioned by Bell Atlantic. Washington, D.C. May 1988.

With Harry M. Shooshan III, Charles L. Jackson and Louise A. Arnheim. *Opening the Broadband Gateway: The Need for Telephone Company Entry into the Video Services Marketplace.* Prepared for the United States Telephone Association. Washington, D.C. November 1987. Filed before the Federal Communications Commission in connection with the Notice of Inquiry in the matter of telephone company/cable television cross-ownership rules, Sections 63.54-63.58, CC Docket No. 87-266 (August 1987).

With Harry M. Shooshan III, Charles L. Jackson and Susan W. Leisner. "The Negative Effects of Tax Reform on the Telephone Industry: Making Up the \$15 Billion Difference." Presented at the Fifteenth Annual Telecommunications Policy Research

Conference. Airlie, Virginia. September 27-30, 1987. Also presented to meeting of Communications Committee, National Association of Regulatory Utility Commissioners, February 1987 and Maryland Public Service Commission, May 1987.

With Susan W. Leisner. "Alternatives to Rate of Return Regulation for Local Telephone Companies." Prepared for The Annenberg Schools of Communications, The Washington Program's Research Forum. Washington, D.C. March 20, 1987.

"Efficient Recovery of NTS Costs." Presented at the Thirteenth Annual Rate Symposium on Pricing Electric, Gas and Telecommunication Services, Today and For the Future. St. Louis, Missouri. February 1987

With Charles L. Jackson. "Improving the Economic Efficiency of NTS Cost Recovery." Presented at the Fifth Biennial Regulatory Information Conference. Columbus, Ohio. September 3-5, 1986

With Charles L. Jackson. "Improving the Economic Efficiency of Interstate Access Charges." Presented at the Fourteenth Annual Telecommunications Policy Research Conference. Airlie, Virginia. April 27-30, 1986

With Charles L. Jackson. *Access Charging and Bypass Adoption*. Shooshan & Jackson Inc. Washington, D.C. 1985. Filed before the National Telecommunications Information Administration, 1985. Also submitted to the Federal Communications Commission, New Jersey Board of Public Utilities and Pennsylvania Public Utility Commission.

With Richard J. Gilbert. *Forecasting Technology Adoption*. Shooshan & Jackson Inc. Washington, D.C. 1985.

"Bypass and Access Charging." Presented at Twelfth Annual Telecommunications Policy Research Conference. Airlie, Virginia 1984.

With G.R. Faulhaber. "Regulation and Market Structure in Telecommunications." Presented at Conference on Economics of Telecommunications: Current Research on Demand, Pricing and Regulation. Northwestern University, Illinois. January 1980.

With others. "Whose Ox Will Be Gored By Alternative Telecommunications Policies." Presented at Eighth Annual Telecommunications Policy Research Conference. Annapolis, Maryland. 1980.

“Economically Efficient Bell System Pricing.” AT&T submission to Congress. 1978.
Bell Labs Economic Discussion Paper #138. Presented at Seventh Annual Telecommunications Policy Research Conference. Skytop, Pennsylvania. 1979.

“Comments on New Issues in Telecommunications Regulation.” *Issues in Public Utility Regulation*. H. Trebing, ed. Institute of Public Utilities. Graduate School of Business Administration, Michigan State University. East Lansing, Michigan. 1979.

“Interdependent Demand and Optimal Telecommunications Pricing.” Provided to AT&T for submission in Federal Communications Commission Docket 20003. 1977. Presented at Fifth Annual Telecommunications Policy Research Conference. Airlie, Virginia. 1977.

“Evaluation of Changes in a Suboptimal Economy ” *Review of Economic Studies*. Vol. XLIII(2). June 1976.

“A Theory of Interdependent Demand for A Communications Service.” *Bell Journal of Economics and Management Science*. Spring 1974.

“Econometric Analysis of Supply in Concentrated Markets.” *International Economic Review*. February 1974.

SPEECHES

“Transition to Competition Outside the United States: Current Trends and Issues.” Speech presented at The Brookings Institution Washington, D.C. October 15, 1992.

“A Theory of Price Discrimination Under Regulated Competition: With Application to Long-Distance Telecommunications.” Presented at International Telecommunications Society, ITS ‘92. Sophia Antipolis, France. June 14-17, 1992.

With Charles L. Jackson. “What Can You Do With a Cordless Telephone?.” Presented at the 19th Annual Telecommunications Policy Research Conference. Solomons Island, Maryland. September 30, 1991

“Economic Issues Relating to Privatization of Telecommunications.” Given to the Conference on Network Economics. Sapporo, Japan. July 23-27, 1990.

“The Present Status of Research on Network Economics.” Talk given to the Institute for Posts and Telecommunications Policy. Tokyo, Japan. July 20, 1990.

“Comment on Incremental Capital Costs of Telephone Access and Local Usage.”
Presented at the Twentieth Annual Williamsburg Conference. Williamsburg, Virginia.
December 1988.

“Aggregate Consumers’ Surplus: No Apology But Some Caution.” Presented at
Stanford University and University of California. Berkeley, California. January 1982.

“Return for Risk and the Term Structure of Interest Rates.” Presented to the
Econometrics Society. Dallas, Texas. 1975.

“Analysis of Demand for Video Communication.” Presented at Second Annual
Telecommunications Policy Research Conference. Airlie, Virginia. 1974.

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